PyeongChang 2018 Olympic and Paralympic Winter Games Host City's Look Design Guidelines

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1.1 Colour Palette

The following colour palettes and sets define the Look of the Olympic and Paralympic Winter Games PyeongChang 2018. Each colour set comprises a total of six colours, with five from the primary and secondary palettes and one from the accent palette. Each of the six colour sets represents a concept that describes the aims of the Games. The five primary colours symbolize the following.

Blue for the unlimited possibilities of athletes
- Possibility.

Teal for PyeongChang's pristine sky, earth, and ocean
- Place.

Green for PyeongChang's aspiration for world peace
- Peace.

Orange for the joy of all sport enthusiasts
- People.

Red represents the efforts and passion of the athletes.
- People.

Purple for the potential for growth and creativity of all athletes
- Power.

The colour standards for different media as prescribed in the Guidelines must be followed at all times to ensure the consistency of communication of the Games' visual identity. The CMYK colour system is used for printing reference, while the RGB colour system is used for broadcast and electronic media applications. Make sure to refer to PANTONE© SOLID CHIPS Coated for an accurate representation of colours.

	Blue Set	Teal Set	Green Set	Orange Set	Red Set	Purple Set
Primary Colours	**Pantone© 2194** C95 M26 Y0 K0 R0 G136 B206	**Pantone© 7711** C98 M0 Y28 K4 R0 G153 B179	**Pantone© 7482** C90 M0 Y93 K0 R0 G158 B72	**Pantone© 144** C0 M51 Y100 K0 R243 G144 B0	**Pantone© 710** C0 M84 Y46 K0 R233 G70 B98	**Pantone© 7441** C44 M70 Y0 K0 R160 G98 B164
Secondary Colours	**Pantone© 301** C100 M53 Y4 K19 R0 G87 B149	**Pantone© 315** C100 M12 Y21 K44 R0 G98 B125	**Pantone© 2427** C87 M0 Y100 K50 R0 G101 B36	**Pantone© 7599** C0 M85 Y98 K20 R196 G57 B15	**Pantone© 1945** C5 M100 Y55 K28 R174 G10 B59	**Pantone© 2613** C74 M99 Y5 K11 R96 G35 B118
	Pantone© 2175 C99 M47 Y0 K0 R0 G109 B184	**Pantone© 7712** C100 M0 Y28 K20 R0 G134 B157	**Pantone© 348** C96 M2 Y100 K12 R0 G139 B57	**Pantone© 166** C0 M76 Y100 K0 R234 G88 B12	**Pantone© 7636** C0 M100 Y45 K12 R208 G0 B78	**Pantone© 2593** C66 M92 Y0 K0 R119 G50 B138
	Pantone© 292 C59 M11 Y0 K0 R103 G185 B232	**Pantone© 2227** C60 M0 Y25 K0 R100 G194 B200	**Pantone© 2464** C53 M0 Y67 K0 R137 G194 B117	**Pantone© 1365** C0 M34 Y76 K0 R250 G181 B77	**Pantone© 2029** C0 M63 Y49 K0 R239 G124 B113	**Pantone© 2573** C35 M52 Y0 K0 R178 G137 B190
Accent Colours	**Pantone© 2011** C0 M48 Y99 K0 R244 G150 B0	**Pantone© 2194** C95 M26 Y0 K0 R0 G136 B206	**Pantone© 2194** C95 M26 Y0 K0 R0 G136 B206	**Pantone© 362** C78 M0 Y100 K2 R39 G165 B54	**Pantone© 2011** C0 M48 Y99 K0 R244 G150 B0	**Pantone© 710** C0 M84 Y46 K0 R233 G70 B98

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1.2 Fonts

The official typeface for the Games is PyeongChang2018. It should be uniformly applied to all media represented in English to ensure the consistency of the Games' visual identity. PyeongChang2018 is available in options of varied thicknesses to accommodate different media environments. All rights of PyeongChang2018 belong to POCOG. PyeongChang2018 may be replaced with Arial when deemed necessary.

PyeongChang 2018

PyeongChang2018 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

PyeongChang2018 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

PyeongChang2018 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

PyeongChang2018 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

PyeongChang2018 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

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1.2 Fonts

The official typeface for the Games is the Yoon Gothic 700 family. It should be uniformly applied to all media represented in Korean. This font family offers options of varied thicknesses (from 710 to 790) to accommodate different media environments. The Yoon Gothic 700 family may be replaced with any Gothic font when deemed necessary.

평창 2018

Yoon Gothic 710

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 720

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 730

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 740

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 750

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 760

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 770

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 780

2018평창동계올림픽대회의 한글 지정서체는 윤고딕 700계열이며 한글로 표현되는 매체에 동일하게 적용하여야 한다.

Yoon Gothic 790

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1.3 Colour Usage

Olympic Rings
Full-colour version

Olympic Rings
Reverse version

Olympic Emblem
Full-colour version

Olympic Emblem
Reverse version

Agitos
Full-colour version

Agitos
Reverse version

Agitos (Lock-up)
Full-colour version

Agitos (Lock-up)
Reverse version

Paralympic Emblem
Full-colour version

Paralympic Emblem
Reverse version

Olympic, Paralympic Wordmark
One-colour version

Olympic, Paralympic Wordmark
Reverse version

Olympic, Paralympic Slogan
One-colour version

Olympic, Paralympic Slogan
Reverse version

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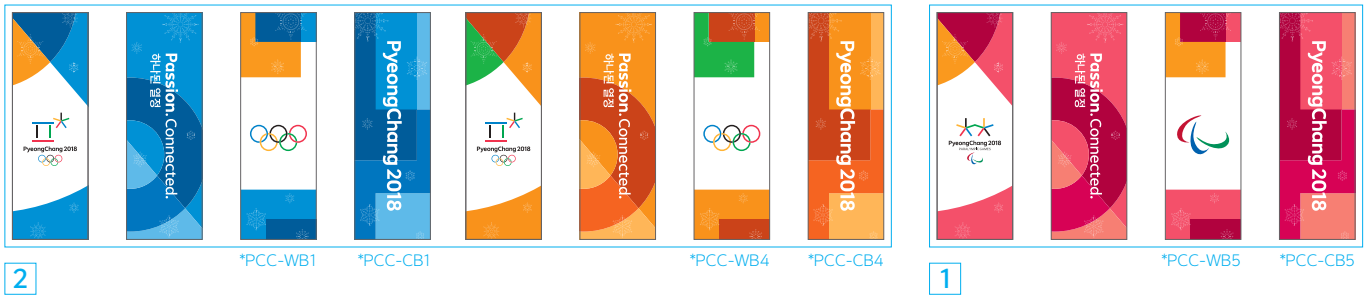
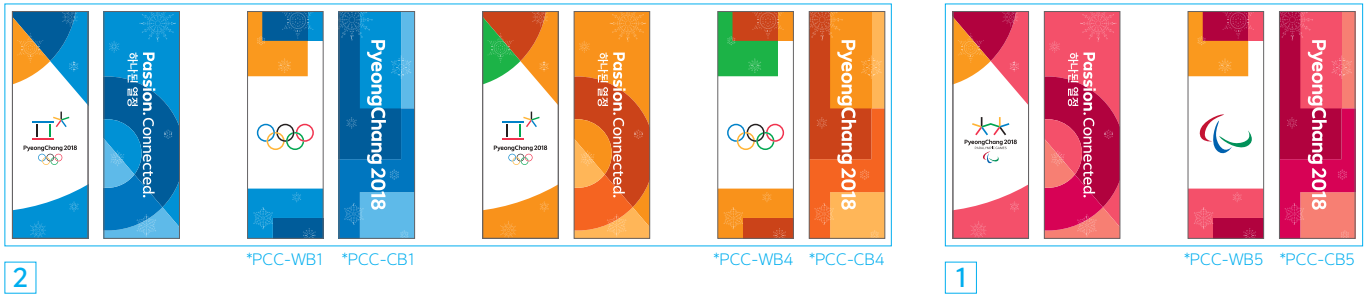
2.1 Banners

Size	1,200mm x 3,600 mm
Material	Fabric
Ratio	Olympic 2/3, Paralympic 1/3

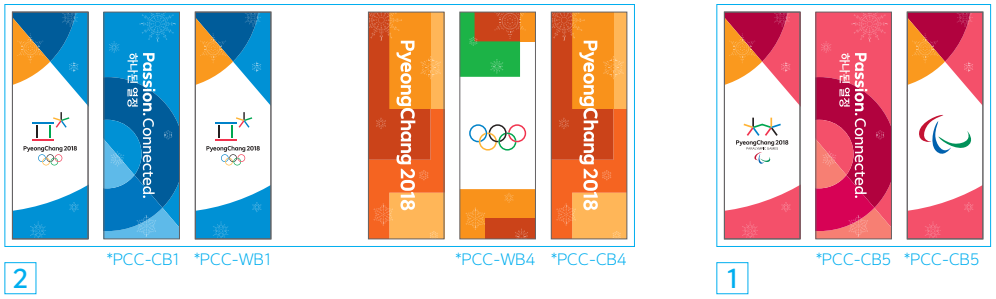
Single Banner Sequence



Double Banner Sequence



Triple Banner Sequence



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2.2 Fences

Size	17,500mm x 2,500 mm
Material	Fabric
Ratio	Olympic 2/3, Paralympic 1/3

*PCC-CB2

*PCC-CB2

*PCC-CB2

*PCC-CB2

Fence Sequence

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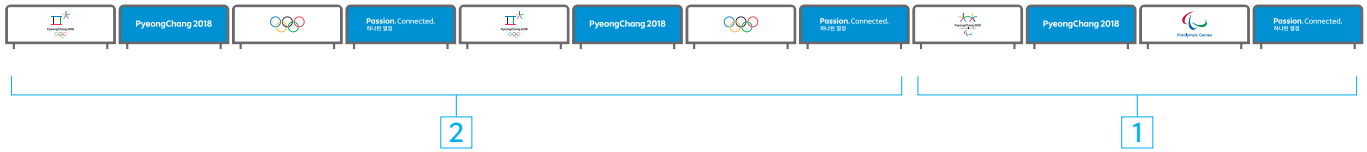
2.3 Barricades

Size	2,700mm x 900 mm
Material	Fabric
Ratio	Olympic 2/3, Paralympic 1/3

*PCC-WB1

*PCC-WB1

Barricade Sequence



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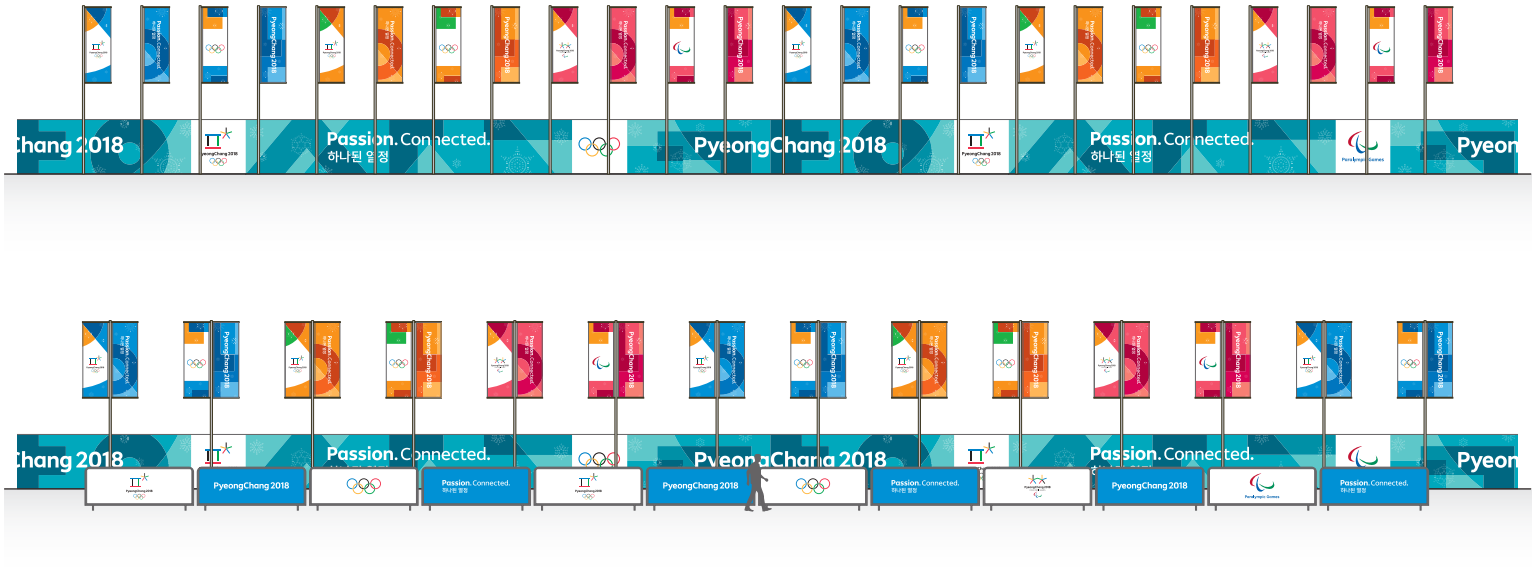
2.4 City Journey

Example



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2.5 Banners (Last Mile) | Olympic

Size 1,200mm x 3,600 mm
Material Fabric

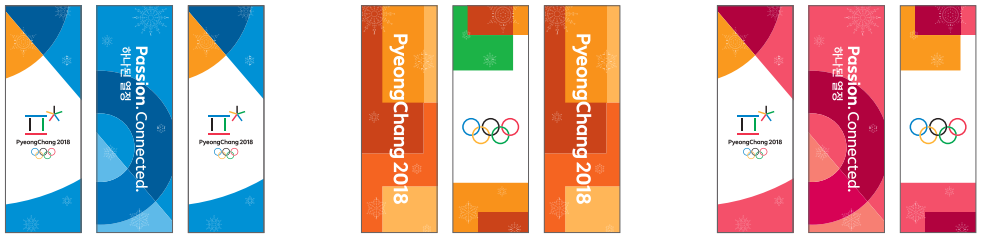
Single Banner Sequence

*PCC-WB1 *PCC-CB1 *PCC-WB4 *PCC-CB4 *PCC-WB5 *PCC-CB5

Double Banner Sequence

*PCC-WB1 *PCC-CB1 *PCC-WB4 *PCC-CB4 *PCC-WB5 *PCC-CB5

Triple Banner Sequence



*PCC-CB1 *PCC-WB1 *PCC-WB4 *PCC-CB4 *PCC-CB5 *PCC-CB5

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2.5 Banners (Last Mile) | Paralympic

Size 1,200mm x 3,600 mm
Material Fabric

Single Banner Sequence

*PCC-WB1 *PCC-CB1 *PCC-WB4 *PCC-CB4 *PCC-WB5 *PCC-CB5

Double Banner Sequence

*PCC-WB1 *PCC-CB1 *PCC-WB4 *PCC-CB4 *PCC-WB5 *PCC-CB5

Triple Banner Sequence

*PCC-CB1 *PCC-WB1 *PCC-WB4 *PCC-CB4 *PCC-CB5 *PCC-CB5

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2.6 Fences (Last Mile) | Olympic

Size 17,500mm x 2,500 mm
Material Fabric

*PCC-CB2

*PCC-CB2

Fence Sequence

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2.6 Fences (Last Mile) | Paralympic

Size 17,500mm x 2,500 mm
Material Fabric

*PCC-CB2

*PCC-CB2

Fence Sequence

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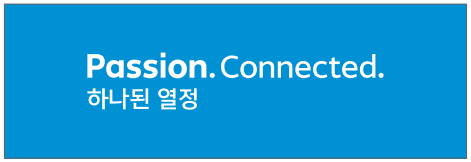
2.7 Barricades (Last Mile) | Olympic

Size 2,700mm x 900 mm
Material Fabric



*PCC-WB1

*PCC-WB1

Barricade Sequence

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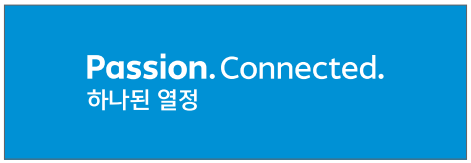
2.7 Barricades (Last Mile) | Paralympic

Size 2,700mm x 900 mm
Material Fabric



*PCC-WB1

*PCC-WB1

Barricade Sequence

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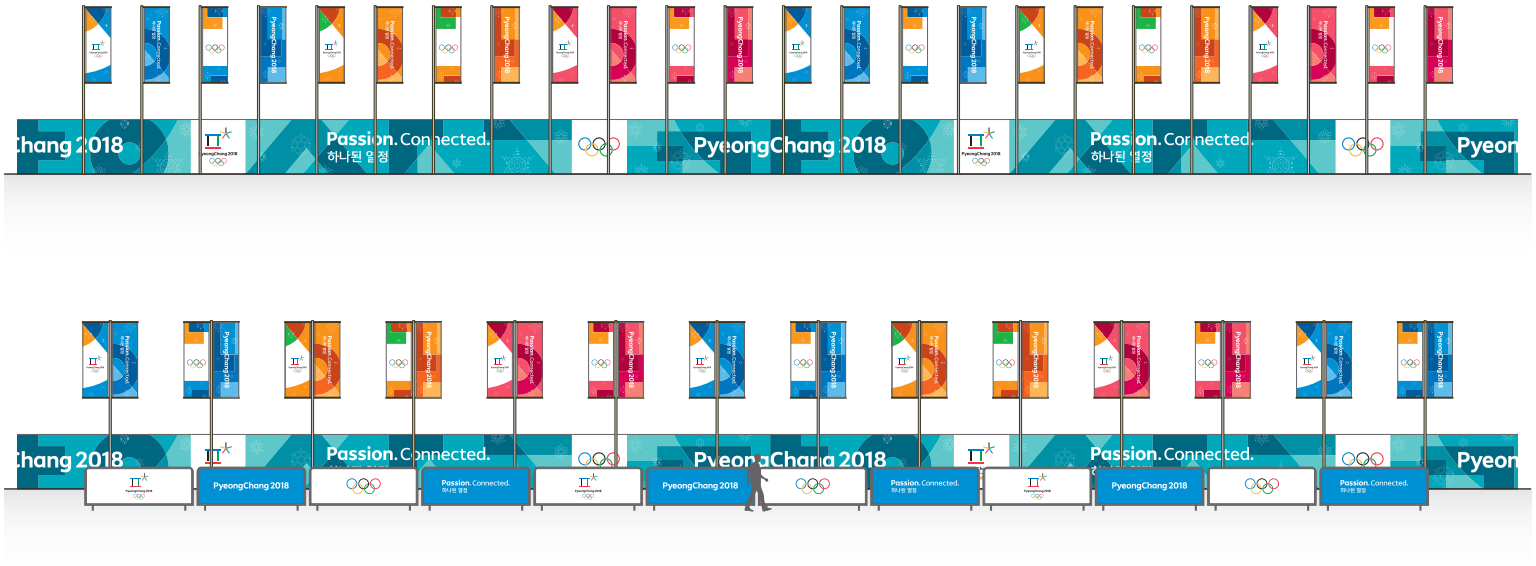
2.8 Last Mile | Olympic

Example



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2.8 Last Mile | Paralympic

Example

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2.9 Flags

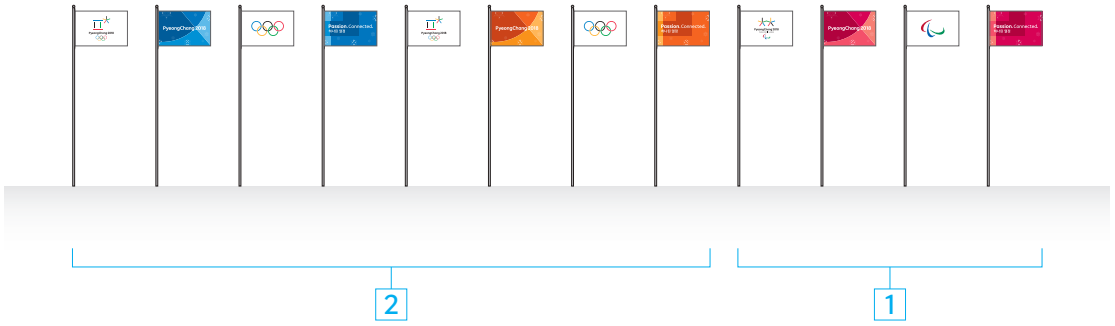
Size	600mm x 400 mm
Material	Fabric
Ratio	Olympic 2/3, Paralympic 1/3

*PCC-CB1

*PCC-CB4

*PCC-CB5

Flag Sequence



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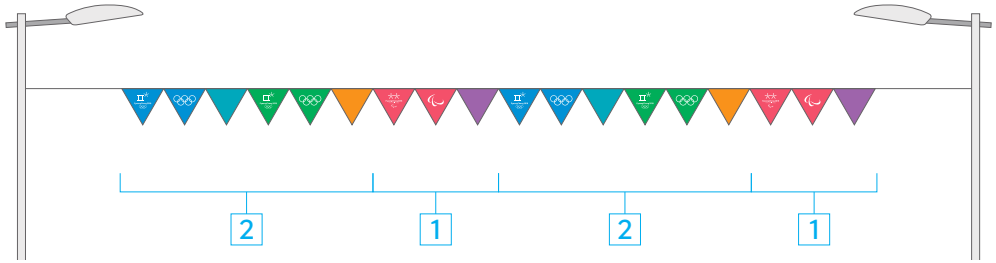
2.10 Pennants

Size	200mm x 200 mm x 200 mm
Material	Fabric
Ratio	Olympic 2/3, Paralympic 1/3

Pennant Sequence



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2.11 Large Banner (2:1) | Olympic

Size 4,000mm x 2,000 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.11 Large Banner (2:1) | Paralympic

Size 4,000mm x 2,000 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.11 Large Banner (2:1)

Size 4,000mm x 2,000 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.11 Large Banner (2:1)

Size 4,000mm x 2,000 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.12 Large Banner (2:3) | Olympic

Size 3,000mm x 4,500 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.12 Large Banner (2:3) | Paralympic

Size 3,000mm x 4,500 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.12 Large Banner (2:3)

Size 3,000mm x 4,500 mm
Material Fabric

*PCC-WB1

*PCC-CB1

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2.13 Placards | Olympic

Size 720mm x 120 mm
Material Fabric

*PCC-WB1

*PCC-CB1

*PCC-CB1

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2.13 Placards | Paralympic

Size 720mm x 120 mm
Material Fabric

*PCC-WB1

*PCC-CB1

*PCC-CB1

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2.14 Billboards | Olympic

Size 12,000 x 6,000 mm
Material Panaflex

*PCC-CB1

*PCC-CB1

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2.14 Billboards | Paralympic

Size 12,000mm x 6,000 mm
Material Panaflex

*PCC-WB1

*PCC-CB1

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2.14 Billboards

Example

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2.15 Platform Screen Door

Size 3,800mm x 900 mm
Material PET

Size 2,600mm x 1,700 mm
Material PET

*PCC-CB1

*PCC-WB1

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2.15 Platform Screen Door

Example

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2.16 Bus Station Shelter | Olympic

Size 860mm x 1,720 mm
Material PET

*PCC-WB1

*PCC-CB1

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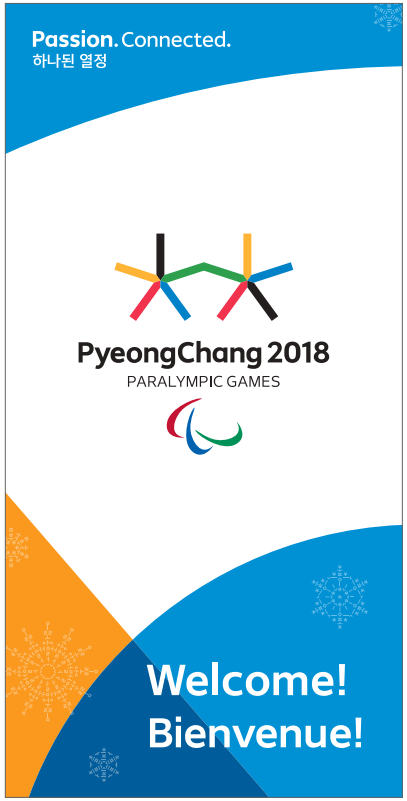
2.16 Bus Station Shelter | Paralympic

Size 860mm x 1,720 mm
Material PET



*PCC-WB1

*PCC-CB1

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2.16 Bus Station Shelter

Example

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2.17 Promotional Tower | Olympic

Size 1,500mm x 8,000 mm
Material PET

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2.17 Promotional Tower | Paralympic

Size 1,500mm x 8,000 mm
Material PET

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2.17 Promotional Tower

Example

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2.18 Welcoming Arch A | Olympic

Size 2m x 4m / 2m x 6m / 18m x 2m
Material PET

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2.18 Welcoming Arch A | Paralympic

Size 2m x 4m / 2m x 6m / 18m x 2m
Material PET

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2.18 Welcoming Arch A

Example

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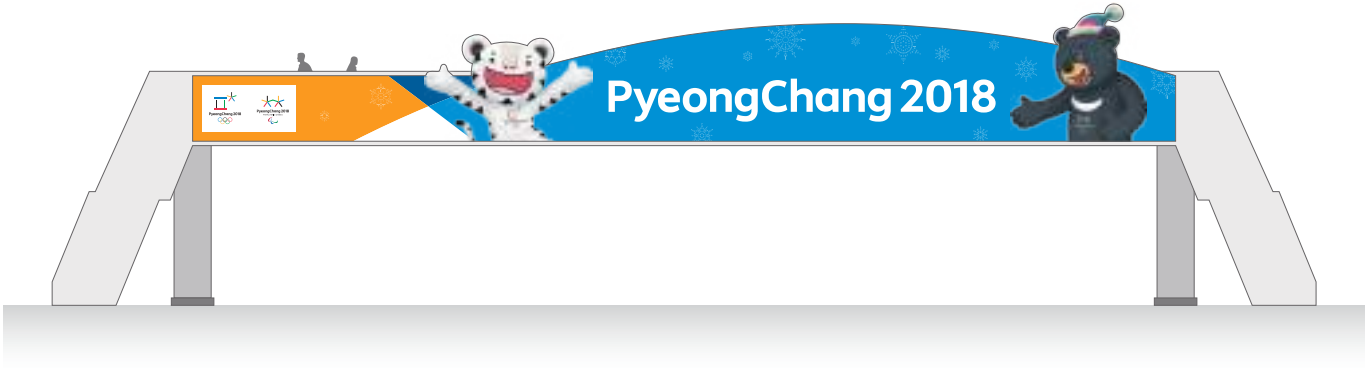
2.19 Welcoming Arch B

Size 20m x 2.8m
Material Fabric



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2.20 Bus

Size 2.84m x 3m / 12m x 3m
Material Wrap Film

Front

Right

*PCC-WB1

Back

Left

*PCC-WB1

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3.1 Banners, etc. (Station)

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3.2 Banners, Large Banner (2:1), Welcoming Arch B (Station)

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3.3 Welcoming Arch B

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3.4 Large Banner (2:1), Fences (Last Mile) | Olympic

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3.5 Large Banner (2:1), Fences (Last Mile) | Paralympic

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3.6 Large Banner (2:1), Fences

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3.7 Bus Stop

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3.8 Platform Screen Door

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